Research on the reconstruction of northeast local cultural ecology by New Media

Yingmei Cao
School of Journalism, Liaoning Communication University, Shen'yang, 110136, China

Abstract: The emergence of new media makes the northeast local culture ecological reconstruction, this paper through the background of northeast local culture development, the analysis of new media on the significance of northeast local culture ecological reconstruction and motivation, explore new media of northeast local culture ecological reconstruction path, and promote the efficient spread of northeast local culture. Rural construction is an important content of socialis
tist modernization construction, and local culture is also the key point of rural construction is also the difficulty, but also the soul. In recent years, with the large increase in the number of rural Internet users in northeast China, a large number of rural Internet users are not only the audience of new media, but also the communicators of new media. They use new media (TikTok, Kuaishou, Toutiao and other network platforms) to release the latest life trends around them. The rural local culture communicators using new media show content including rural food, local products and rural production and living such as local culture, shows the new era of the new look of the new rural construction in our country, become an important part of the new era of rural network culture, but also the reconstruction of local cultural ecological in northeast China. Therefore, studying new media is of great significance to the reconstruction of rural cultural ecology in northeast China.

Keywords: New media; Northeast China; Local culture

1. Development of local culture in Northeast China under the background of new media

1.1 Overview of new media in northeast rural areas
Nowadays, in the life of rural areas in northeast China, the convenience of mobile phones has made mobile phones a necessary item in life. The popular software of mobile phones in northeast China include wechat, qq, TikTok and Kuaishou. These software in the northeast rural widespread, for the spread of northeast local culture provides favorable conditions, every rural people have the opportunity to become a new media, every rural people can express their views, broke the limitations on the region, the restrictive breakthrough in space and time, for the vast rural new matchmaker provides more choice, is loved by the northeast farmers, more the spread of northeast local culture provides a new opportunity, changed the original local culture mode of transmission of word of mouth.

1.2 Overview of local culture development in Northeast China under the background of new media
Under the background of new media, the local culture of northeast China reflects the cultural themes closely related to the problems of "agriculture, rural areas and farmers" through short videos and other forms. Due to the pressure brought by urban life in recent years, people have developed a beautiful yearning for the simple, real and slow-paced life in the countryside. Nowadays, the northeast countryside is no longer an area with restricted travel, consumption and entertainment in the past, but has become a leisure place for urban people during holiday time. Through new media, farmers in northeast China use short videos and live broadcasts, which has changed the original public's views on the countryside in northeast China and reconstructed the ecological structure of local culture in northeast China. Under the background of new media, the natural scenery of the rural areas, the ethnic snacks in the rural areas of northeast China, and the characteristic folk customs in the northeast China have successfully attracted the attention of the public, making more people understand the local culture of northeast China[1].
2. The significance of new media to the ecological reconstruction of local culture in Northeast China

2.1 It is conducive to enhancing cultural confidence and inheriting the traditional culture of northeast rural areas

The northeast rural culture under the new media, such as cooking, cutting fire, chopping wood and chopping wood, drilling Wells and carrying water, For the audience of the new media, These things do exactly reflect the real rural life in the northeast, Undoubtedly an immersive experience, They, through new media platforms, Click to watch, As if I were there, Feeling a slow pace, a sense of satisfaction and gain of cr

2.2 It is conducive to strengthening the rural construction in northeast China and implementing the rural revitalization strategy

China is a big agricultural country, and northeast China is an important agricultural production area in China, the problem of farmers is related to the national plan. In national policies, repeatedly mentioned to the "rural revitalization strategy", rural revitalization of northeast China can from rural ecology, rural civilization and rural life use of new media to implement the strategy of rural revitalization construction, construction of digital country, rural families have network, network and network, promote the modernization of the development of agricultural economy in northeast China. Under the background of new media, rural culture is welcomed by the public, which can directly or indirectly promote the modernization and transformation of rural economy and the spread of rural culture in northeast China. It can be seen that, under the background of new media in the northeast rural cultural industry is in the rapid development situation, more and more northeast farmers under the background of new media ways to share the new rural construction in northeast China, strengthen the spread of rural culture in northeast China, let the northeast farmers from new media audience into new media content producers[2].

2.3 It is conducive to promoting the local culture exchange and spreading the local culture of northeast China

Northeast China has a vast territory and a unique northeast characteristic culture. In the past, due to the limitation of time and space, many people could not really understand the culture of northeast China, and the new media content with the northeast local culture as the theme just broke this limitation. New media compared with the previous media, has the advantages of short time, numerous, can let the public in a very short time, let the northeast local culture real show in the public view, feel the characteristics of northeast local culture, deepen people's understanding of northeast local culture, for the spread of northeast local culture and communication has a great role in promoting.

3. The motivation of new media to the ecological reconstruction of local culture in northeast China

Among all kinds of new media platforms, most of the disseminators and creators of northeast local culture are the vast majority of farmers in northeast China. In the past, farmers in rural areas of northeast China were slow to obtain information, farmers were also in a weak position in disseminating information, and there were great differences in urban and rural residents' knowledge and skills. With the development of new media, the farmers in northeast China have been promoted from the original weak position to the core position of the local culture communication in northeast China, which to some extent meets the various needs of the farmers in northeast China for information dissemination.

3.1 The interpersonal communication needs of rural residents in northeast China

As the Internet in the northeast rural interpersonal group gradually penetration, new media as a new type of communication channels, make their circle, promote the northeast farmers toward stronger and wider interpersonal development direction, in the process of spreading northeast local culture, can make friends to the same interests, effectively improve northeast rural farmers life happiness and satisfaction.
3.2 Psychological trend of self-value of rural residents in northeast China

In the past, the farmers lacked the opportunity to show and express themselves, which was easy to be ignored by people. However, the northeast rural culture often compared to the urban culture, and its dissemination was also greatly limited. With the advent of the new media era, the local culture of northeast China has developed vigorously through this carrier, making the silent farmers have the opportunity to show themselves and gain unprecedented respect in the new life.

3.3 Needs conducive to the development of rural economy in northeast China

In the era of new media, the rural residents in northeast China not only have a way to show themselves, but also provide a platform for the commercial operation of agricultural products. Selling rural local products with rural characteristics in northeast China can change the flow into money and generate considerable profits. The creation and disseminator of northeast local culture not only publicize the northeast local culture, but also promote the development of rural tourism and economic industry in northeast China, realize the feedback of the local rural residents in northeast China, and greatly improve the quality of life of local rural residents.

4. The reconstruction path of the northeast local cultural ecology adopted by the new media

The development of new media makes the local culture of northeast China radiate unprecedented vitality and vitality under the background of the new era, and provides a new direction and possibility for the implementation of the rural revitalization strategy of northeast China[3]. Although the northeast local culture has its special communication dilemma under the background of new media, and the detailed implementation strategy cannot be used to carry out the dissemination of northeast local culture, it is still realistic to think and explore the path of ecological reconstruction of new media in northeast local culture from a macro perspective.

4.1 Arouse the sense of identity of the northeast local culture

New media platforms link cities and villages, and for the local culture of northeast China, it will inevitably become the main position for the impact of urban and rural culture. Therefore, whether the creators, disseminators and urban residents of northeast local culture will feel the sense of stripping brought by the impact of northeast local culture, and then produce the sense of crisis of northeast local cultural identity. Arouse the sense of identity of northeast local culture is the key move to promote the sustainable development of northeast local culture and help the rural revitalization strategy. Arouse the identity of northeast local culture need northeast local culture creators and communicators actively understand the culture behind the northeast local culture, fully realize the value of the northeast local culture, the northeast local characteristics of local culture, combining with the characteristics of time development, let the northeast local culture power in northeast rural revitalization, so as to better explore the development path of northeast local culture. This can not only accurately grasp the values displayed by the northeast local culture under the new media, but also provide new inspiration for the dissemination and development of the northeast local culture. Only the peasant groups rooted in the northeast countryside can present the high-quality northeast local culture with flesh and blood and true feelings.

4.2 Improve the communication policy of northeast local culture

For cities, there is a large gap between the economic development level, residents' education level and rural infrastructure construction in northeast China. In order to explore the path of new media for the ecological reconstruction of northeast local culture, the first thing is to solve these practical problems, and to effectively solve these problems, it is necessary to improve the communication policy of northeast local culture. First, attract the rural population of northeast China. By related policy tilt, give more residents with new employment opportunities and new way of development, make them back to the northeast country, become the main force of northeast local culture transmission, and only in this way can ensure the sustainable development of northeast local culture, can truly achieve new media for the reconstruction of northeast local culture. Second, to build local cultural industries in northeast China. We should give full play to the role of new media in promoting the local cultural industry in northeast China, and form a cultural industrial chain featuring infrastructure construction, talent training, talent transmission and cultural export. Third, reasonable allocation of northeast local cultural resources. While guiding and standardizing the local culture of northeast China, we should greatly respect the creative initiative of the rural farmers in northeast China, rationally allocate the local cultural resources of northeast China, so as to be neither absent nor offside[4]. In order to make new media truly escort the reconstruction of local culture in northeast China, we should not only solve the difficulties of new media in the dissemination of rural culture in northeast China, but also make the rural culture in northeast China develop together with the rural industries in northeast China, so that the rural revitalization strategy can be truly implemented.

References

2. Liu Ke, Yang Jihan. Communication value and communication strategy of short videos of "agriculture, rural areas and farmers" under the background of rural revitalization strategy [J]. New Media Research, 2021,07 (01): 80-82.